

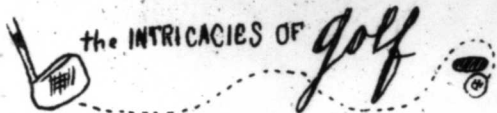


ANNUAL ROLL CALL AMERICAN RED CROSS

Once each year the American Red Cross asks the people of our great country to enroll as members of their organization, in order that the fine service they render may be continued. Formerly supported through the Welfare Federation, the Newark chapter of the Red Cross is now on its own -- and needs the support of all of us. Newark's standing today in big city chapters is 45th in a group of 50 cities, and only 3.08% of its population are members.

This year's membership drive starts March 13, and an official opening is planned for that day at noon around the flag pole in Military Park, at which time the Red Cross flag will be raised with the American flag with appropriate ceremony. Official Newark will be invited with the proclamation being read by the mayor. Red Cross, American Legion and various governmental groups and other organization leaders will be invited. The first official membership will be enrolled and dispatched to Washington by carrier pigeon.

Membership in the American Red Cross is only \$1.00 a year -- less than one third of a cent a day. Let's take Newark out of 45th place and put it up among the headliners where it so rightfully belongs. If you or your family are not already members, why not join during the coming drive. The Red Cross is a most worthy cause and it is hoped our organization will join 100%.



After spending much spare time this past summer conducting researches into the intricacies of holing putts

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on a golf green, I am ready to give to posterity these findings: Putting is an art, not a science. It cannot be mechanized; there is neither a right nor a wrong way, and success results from a proper philosophy rather than from the proper grip, stance or swing.

This is proven by the fact that if it doesn't matter you can always, with one hand and without looking, knock the ball into the cup from practically any distance. If, however, the match hangs on it, and you are especially careful, you can miss at a foot. Indeed, a Western championship was once lost on a miss of eleven inches.

Once you make up your mind that some go in and some don't, and that no effort of yours will affect fate, you will be on the road to tranquillity of spirit. You will hole long ones without undue elation, and miss little ones without wanting to bite your caddy, or sending your blood-pressure to a dangerous high.

Foolish people will tell you to "relax." But you can't relax by merely saying you will. Besides, it isn't a matter of the muscles at all. It is a matter of the soul. Maybe this is only the dream of a disappointed man, but you may find it more fun working it out than sitting in the house trying to understand why there must be so much trouble in the world.

NEW INDUSTRY

We've been kicking ourselves soundly ever since we heard about this advertisement in the Personals Column of the New York Herald Tribune.

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